

Chemist & Druggist

1 September 1973

THE NEWSWEEKLY FOR PHARMACY

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1 September Vol. 200 No. 4876

The newsworthy for pharmacy

114th year of publication

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Northern Ireland

Member Audit Bureau of Circulations

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Published every Saturday by Benn Brothers Ltd

25 New Street Square, London EC4A 3JA

Editorial and Advertisement Offices

25 New Street Square, London EC4A 3JA (01-353 3212) Telex 27844

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West Country and South Wales: 10 Badminton Rd, Downend,
Bristol BS16 6BQ—0272 564827

Subscription Department

Lyon Tower, 125 High Street, Colliers Wood, London SW19 01-542 8575

Subscription: Home and Overseas £10 per annum 30p per copy
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Dr T. D. Whittet reviews use of the
red cross symbol (see p284).

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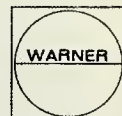
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'British drug prices may be too low'

Drug prices to the NHS are unquestionably reasonable in almost all cases or even too low, the Association of the British Pharmaceutical Industry said last week.

Replying to the suggestion made by Mr D. Warburton that the NHS was an "Aladdin's Cave" for drug companies (last week, p256) the ABPI statement says that there are two considerations used by the government in judging whether prices are reasonable. They are a comparison with prices in other countries and the overall profitability resulting for the company. "The exceptional cases where the reasonableness of the prices is in doubt only arise when a company has produced an absolutely outstandingly successful new medicine, such as the early antibiotics or the more recent tranquillisers."

The cost of the actual chemicals used are often a small part of the total cost of developing the treatment. The cost of research and informing doctors about new treatments are often greater than the chemicals. The profits made on the few "winners" mentioned would have to be set against losses made on sales of medicines for rarer diseases and unfruitful research projects.

If companies are to take the risks involved in investing huge sums of money in research, they must be able to expect above average returns if successful. The industry earns about 5 per cent more profit than

British industry as a whole, but the average is of a range of individual returns from substantial losses to high profits. The profits are routinely discussed with the government, and prices reduced by mutual agreement if they appear to give too generous rewards. The government is aware, the statement continues, that if prices are reduced too far, companies will have no incentive to continue their search for new medicines.

The discovery of new remedies, the ABPI point out, is an essentially entrepreneurial activity, stifled by the bureaucracy of "public control" or nationalisation—a fact recognised by the Sainsbury Committee set up by the last Labour government. In fully socialised countries, where the pharmaceutical industry is wholly under state control, virtually no new medicines have been discovered. "Thus further state control of the industry in Britain would reduce the likelihood of discovering remedies for the still incurable diseases and would be directly against the interests of NHS patients." Other effects of increased state control would include British firms losing their share of the market at home and abroad, and overseas firms would tend to supply the NHS by imports rather than local manufacture, adversely affecting the balance of payments—last year exports reached £181m and imports £44m—and causing redundancies.

Concern over increasing use of paracetamol

The reluctance of doctors to prescribe amphetamines has resulted in certain patients who feel the need of a "pick-me-up" changing their drug-taking habits—and an increasing number are turning to preparations containing paracetamol.

The claim is made by doctors at St Olave's Hospital, London SE16. Writing in last week's *Lancet* they say one of their patients had been taking between 12 and 36 Feminox tablets daily intermittently over 18 months. Mentioning the hepatotoxicity resulting from large doses of paracetamol and the nephrotoxicity reported after high doses taken over a long period, the doctors feel that all sales of paracetamol should be restricted to pharmacies only, and even there should not be on open display.

October start for Health Service Commissioner

Sir Alan Marre, the new Health Service Commissioner for England, Wales and Scotland, is to start work on October 1. His appointment was announced in the Commons in November 1972.

Sir Allan will be concerned with com-

plaints against hospital authorities, Executive Councils and the Public Health Laboratory Service Board, and in April next year, his role will extend to the whole of the NHS. He will not, however, deal with complaints for which investigation procedures already exist—such as those against general medicinal and dental practitioners, pharmacists and opticians.

Leaflets explaining the functions of the

Peter Brazier, retail sales manager Agfa-Gevaert, recently presented Mr A. Charles, photo department manager, of Westons Chemists (Philadelphus Jeyes), 6 The Drapery, Northampton, with an Agfa-matic 100 Sensor camera. Westons ran an Agfamatic promotion in which the shop also won a portable tv set.



Commissioner and the procedure for making complaints will be available later from Executive Councils, Hospital Management Committees, or direct from the Health Commissioner's Office, Church House, Great Smith Street, London SW1P 3BW.

London pharmacy saved from bomb destruction

The staff of a Weston's pharmacy escaped injury by minutes last week when a bomb in the booking hall of the Baker Street Underground station was defused by police experts.

The manager, Mr R. Ive, told *C&D* last week that at first he thought the bomb was an incendiary device, but later realised the shop could have been "entirely destroyed".

After the discovery of the bomb in a bag leaning against the pharmacy's window, the police were called. They told Mr Ive and his staff to evacuate the shop.

The bomb was defused 25 minutes before it was timed to explode—in the middle of the rush hour. The pharmacy's staff were questioned by the police about any suspicious characters they may have seen that day. They were later allowed to return to the shop.

Public relations campaign to promote the 'pill'

Schering Chemicals Ltd are mounting a public relations campaign specifically to promote oral contraception.

Mr E. J. Cruickshank-Robb, marketing director of Schering Chemicals said "We wish to enhance the overall image of oral contraception in terms of reliability and patient acceptability." The campaign will be directed towards doctors, pharmacists and others giving advice on the use of oral contraceptives, mainly through the medical Press and professional journals. The company also aim to make the general public, particularly the 10 million women of child-bearing age in the UK, more aware of the "pill" and how much it has improved in recent years.

Schering recently launched Eugynon 30, containing 30 micrograms of oestrogen, and the advantages of the product will be put forward in the campaign which will also draw attention to Schering's total contribution to the oral contraceptive field. The company claim over 50 per cent of oral contraceptive sales in the UK.

Pharmacists' role to stop drug interaction reactions?

Pharmacists, not physicians, should have the primary responsibility for unfavourable results from the use of two or more drugs together, according to Dr F. J. Ingelfinger, who was chairman of the US Food and Drug Administration's antacid panel.

"Unlike the physician who has many other things to know, the pharmacist is particularly well qualified to assume the responsibility for preventing the usage of two or more drugs that are incompatible," Dr Ingelfinger told the annual meeting of the American Pharmaceutical Association recently in his address on drug information for the health professions. Medical journals, he said, were "doing a relatively poor job" in the area of drug incompatibilities.

Dr Ingelfinger, the editor of the *New England Journal of Medicine*, admitted that the medical journals were "slow" in disseminating new research results, but pointed out that prescription drugs were generally well described in the journals before they were released for use by the FDA. He said that pharmaceutical advertising in medical journals should be considered informational. "The pharmaceutical industry and the FDA insist on calling such advertising educational, a practice that places the editor in a dilemma that has no solution". If such advertising was freed from the FDA's rules, he believed that the information could be presented more effectively without the hedging, subterfuge, and verbal tightrope-walking now apparently necessary.

Stating that the use of brand names should continue, Dr Ingelfinger based his conclusion on the fact that the US is a capitalist society and asked "Is it morally wrong for the drug industry to operate in a similar capitalistic fashion?"

Community pharmacists in the US were urged to take a more active role as health consultants in family planning by Miss M. A. Costa, a public health educator in the Department of Health, Education and Welfare.

Speaking at a luncheon of the APhA Academy of General Practice of Pharmacy during the APhA annual meeting, she

observed "in dispensing contraceptives and contraceptive information, he may be the only health consultant." Miss Costa announced that she is planning to call a meeting in the autumn with representatives of the Society for Public Health Association and the APhA Academy of General Practice of Pharmacy to explore the establishment of a "meaningful network of those concerned in public health services to become directly involved in sex education and family planning."

EFTA guides to good manufacturing practice

Two new booklets on the manufacture of pharmaceuticals have been produced under the aegis of the European Free Trade Association Secretariat, 9 Rue de Varembe, CH-1211, Geneva 20, Switzerland. They are linked with the Convention for the Mutual Recognition of Inspections in Respect of the Manufacture of Pharmaceutical Products, signed by the UK and other EFTA members in 1970 which enables, by information exchange, an importing country to recognise that inspections carried out in the country of manufacture are equivalent to their own.

"Guidelines for the Manufacture of Sterile Products" is based on experience gained at a "workshop" held in Zurich in 1970 and "Guidelines for the Handling of Starting Materials" on a "workshop" at Oslo in 1971. Both are annexes to "Basic Standards of Good Manufacturing Practice for Pharmaceutical Products" published in April last year.

Small businesses in EEC

Small firms wishing to exploit their particular strengths in the EEC may be hindered by shortage of capital, difficulties in gaining access to the investment market, inadequate levels of management performance, difficulties in sub-contracting, etc. To help them overcome these difficulties, EUROPME (Euro Petites et Moyennes Industries), in association with the Smaller Businesses Association, has planned a two-

day symposium for small and medium sized industries, to take place in Brussels October 4-5. The symposium will be concerned with the problems facing smaller enterprises, and the means now available within the EEC for overcoming them. Details from SBA, Europe House, World Trade Centre, London E1 9AA.

NHS reorganisation—staff transfer problems

The "very great majority" of staff can expect to be doing the same job in the same place on April 1 next year as on the previous working day although for a different employing authority, states the latest English NHS reorganisation circular issued by the Department of Health. The circular says that authorities should consult their staff from the earliest stages and throughout the operation. Where efforts to secure agreed solutions between authorities and staff are unsuccessful, the position should be resolved by recourse to the field officers appointed by the Staff Commission.

Where the hospitals administered by an existing hospital Management Committee fall within more than one area and staff provide service to more than one hospital, the transfer should be so far as possible in proportion to the amount of work performed at each hospital. Care must be taken to ensure that services at all the hospitals continue unimpaired, but disturbance of staff should be kept to the minimum.

Second quarter sales drop

A 3 per cent fall in consumer spending in the second quarter of 1973 over the first quarter is estimated in figures produced by the Central Statistical Office. Much of the decrease can be attributed to a fall back in retail sales, particularly in April and May, following the pre-VAT spending in the first quarter. The underlying trend during the first half of the year remains unclear, but spending in the two quarters together was 2 per cent up on the second half of 1972 and 6 per cent up on the first half of 1972.

National Insurance limit raised

Part-time shop assistants, cleaners and Saturday workers will benefit from new regulations which increase from £6 to £7 a week the amount employees will be able to earn before having to pay Class 1 flat-rate national insurance contributions. The Industrial Injuries contribution will, however, still be payable. The regulations come into force on October 1.

Employers will no longer have to pay NI contributions for workers earning £7 a week or less. The rule does not apply to anyone whose pay includes board and lodging and in calculating the £7 the value of such items as meals, fares and payments in kind.

Leaflet NI 204, obtainable from Social Security offices and main Post Offices gives details. (The National Insurance and Industrial Injuries (Classification and Collection of Contributions) Amendment Regulations 1973 (SI 1973 no 1441), HM Stationery Office, price £0.03).

Legislation effects are topic for Scottish conference

"The effects of implementing the Medicines Act and the Misuse of Drugs Act" is to be the main discussion topic at this year's weekend conference organised by the Scottish Department of the Pharmaceutical Society.

The three introductory speakers are Mr J. P. Bannerman (chairman, Practice Committee), Mr C. R. Blythe (vice-chairman, Scottish Executive), and Mr R. Mackay (the Society's inspector for Scotland).

The afternoon session will be devoted to the second Macmorran Lecture, which is to

be given by Professor Andrew Wilson (professor of pharmacology and general therapeutics, University of Liverpool) on "Food for thought and thought for food".

The conference will be held on October 14 at the Turnberry Hotel, Ayrshire, and will be preceded on the evening of October 13 by dinner and dancing. Total cost is £8.30 (Sunday only, £3.45) and application forms may be obtained from the Staff Pharmacist, Scottish Department, Pharmaceutical Society, 36 York Place, Edinburgh EH1 3HU.

Australian move towards nationalisation

The Australian minister for health, Dr Everingham, is taking steps towards producing cheaper NHS medicines in the Commonwealth according to the July *Australian Journal of Pharmacy*.

Dr Everingham has obtained Federal Cabinet approval to establish an Australian pharmaceutical commission as a statutory body to buy "one or more" companies which would be amalgamated eventually with Commonwealth Serum Laboratories to compete with private enterprise. CSL is restricted at present to the production of drugs of plant, animal or human origin, but the Cabinet has approved extension of CSL's charter to include non-biological drugs.

The article says that the Australian Industry Development Commission has given the Minister a preliminary report on private Australian-owned or Australian-based companies which may be suitable for nationalisation.

Federal Health Department officers have been calling personally on drug manufacturers to negotiate price cuts on NHS medicines. Some manufacturers have resisted on the grounds that their profit margins are already minimal, but several have complied and are reducing their prices, according to the report.

Chemists' June sales index up 21 pc

Chemist and photographic retailers' sales for June were 21 per cent up on 1972 against 13 per cent for all kinds of business, according to the Department of Trades' index. Independent chemists' figures rose by 16 per cent, compared to a 10 per cent increase for independent businesses generally. The index for all chemists is now 185 and independents 171 (1966 = 100). NHS receipts are excluded from the calculations and multiple chemists' figures are not given.

DITB scholarship winners

The first two winners of the Distributive Industry Training Board's George Spencer Scholarship, awarded for research into training for the distributive industry, come from the book trade. Mr S. Johnston, manager of the foreign department of John Smith & Son (Glasgow) Ltd will use his scholarship for research into book-selling methods in Europe. Mrs Helen Sassoon, formerly with W. H. Smith, will carry out research into external courses used by companies in the Greater London area. The two scholarships together are worth up to £1,500. The winners will produce reports in 12 months time for possible publication.

Miss Valerie Wilde, a dispensing technician at George F. Edwards (Chemists) Ltd, Kingswinford, Staffs, is planning a holiday in Switzerland with the £60 Global travel voucher that she won recently in a competition organised by *Unicorn News*, published by the Consumer Division of the

Wellcome Foundation. Her prize was presented by Mr Selwyn Halpin, Wellcome Consumer Division area manager, seen with Mr G. F. Edwards (left) and Mr Kevin Homer, Wellcome Consumer Division representative.



BRITISH ASSOCIATION MEETING

Further light on treatment of rheumatoid arthritis

Antirheumatic drugs may act by displacing a natural antirheumatic substance from its attachment to certain proteins in the blood.

Professor M. J. H. Smith, Department of Biochemical Pharmacology, King's College Hospital Medical School, London SE5, speaking at the British Association for advancement of science conference in Canterbury last week said that all the clinically useful antirheumatic drugs displace L-tryptophan from its binding sites to human blood proteins. Although L-tryptophan itself has no antirheumatic effect, another substance present in human blood is more active than the drugs against experimental inflammation. The exact chemical structure of the substance is unknown, although some information about its molecular size and properties has been obtained.

Professor Smith suggested that rheumatism may develop when an abnormal proportion of the natural antirheumatic substance is bound to the blood proteins so that less is available to protect the joints against chronic inflammatory attack. Isolation and synthesis of the antirheumatic substance could lead to direct physiological treatment of the disease in a similar manner to insulin in diabetes.

Warning that rising costs threaten drug research

The UK will become increasingly dependent on other countries, particularly the USA and Switzerland, for new medicines, predicted Dr F. A. Robinson at the British Association for the Advancement of Science meeting last week.

Increasing costs of research will make investment in the pharmaceutical industry in the UK less and less attractive, he said. "One wonders if the Monopolies Commission was right in forbidding the merger of Glaxo with another British com-

pany and one also wonders whether the attempt to reduce the profits earned by Hoffman-La Roche on Librium and Valium is in the long term interests of therapeutic 'innovation'."

"If we accept that successful innovation is directly proportional to the amount of money spent then I believe we cannot compete with the massive screening that is going on in the USA and Switzerland in those important areas where we still lack effective medicines, such as the various forms of cancer, mental disorders, autoimmune diseases and inflammatory diseases."

Dr Robinson went on to say that the best contribution the UK could make to therapeutic innovation at the moment would be to study the basic biological and biochemical factors involved in such disorders, provided that the results are used for the benefit of Britain in the first place. Joint research work by the Medical Research Council, the universities and industry could still enable Britain to make worthwhile contributions to the field of new medicine, he said.

Danger from heavy tea drinking?

A statistical link between "heavy" tea-drinking and the occurrence of anencephaly was reported to the British Association meeting by Mrs J. Fredrick, an Oxford University epidemiologist.

In a survey, the tea-drinking habits of 588 women who gave birth to anencephalic babies were compared to that of a control group of 2,232 women with normal children. A high rate of anencephalic children, born to women who drank three or more cups of tea daily, was noted in the north and north-west of England and Wales areas with a mainly soft water supply. The disease occurs more often in Britain than other countries.

Mrs Fredrick stressed that the link had not been proved and that the chances of a regular tea-drinker bearing an anencephalic baby were only in the order of one in 200.

Company News

Macarths chairman forecasts further growth

Macarths Pharmaceuticals Ltd are budgeting for higher profits during the current year and the sales picture gives "every reason for confidence" that they will be achieved, states Sir Hugh Linstead, chairman, in his annual review of the year ended April 30.

Sir Hugh adds that the company intends to expand existing activities in all fields and "to seek opportunities for growth by acquisition." He reveals that the group's liquidity has been strengthened by the sale in July of their vacated Bayswater, London, premises which realised £651,000 after expenses and tax.

Sales by Savory & Moore retail pharmacies during the past year increased by 16 per cent to £4.02m and profits before tax to £188,400 from £110,500. The number of pharmacies remained about the same but "a great deal of work has been put into modernising and enlarging the businesses," he states.

On wholesaling, Sir Hugh mentions that turnover rose from £21.7m to £25.50m. Three more depots are expected to be opened during the coming year.

(Group financial figures and proposed dividend were published August 4, p140).

Photopia's buoyant sales and profits

Photopia International Ltd almost doubled their profits at £201,275 in the year ended April 30. The previous year profits were £101,012. Sales were up by 88 per cent at £3.39m (£1.81m).

The chairman, Mr C. G. Strasser reports that sales for the first three months of the present year are up by over 60 per cent.

Cussons profits increase

The Cussons Group advanced in pre-tax profits to £887,287 for the year ending April 1973 (£500,557 in 1972). Profits after tax and crediting extraordinary items was £573,888 (£273,094). Earnings per ordinary share rose from 2.9 to 4.5p and the group announced a final dividend of 0.77p net (1.1p gross).

Fisons in Denmark plans

Fisons Ltd plan to form a wholly-owned pharmaceutical subsidiary company in Copenhagen, Denmark, with trading operations commencing on January 1, 1974. Manager of the new Scandinavian subsidiary will be Mr R. A. Priddle, marketing executive with Fisons pharmaceutical division.

Briefly

TLT Distribution, a division of Tate & Lyle Transport Ltd, have opened a pur-

pose-built depot at Avonmouth, Bristol, for the storage and distribution of mixed goods including pharmaceuticals from at least one large company. Break bulk and shrink wrapping services are provided together in security storage areas.

Albright & Wilson Ltd and Harrisons & Crosfield Ltd state that negotiations are in progress for the possible sale, to Harrisons & Crosfield, of Albright & Wilson's chrome chemicals business based at Eaglescliffe, co Durham. A further announcement is promised in due course.

Appointments

Merck Sharp & Dohme Ltd: Mr Bernard Crowley has taken up his new duties as deputy managing director and will be responsible for the company's marketing, marketing services, animal health and external affairs functions. Mr Crowley was formerly managing director of Merck Sharp & Dohme (New Zealand) Ltd and a director of Merck Sharp & Dohme (Australia) Pty Ltd.

Food Additives Committee: Mr R. Sawyer has been appointed to serve on the Food Additives and Contaminants Committee and Dr H. Jaspersen and Dr Patricia P. Scott have been re-appointed as members of the Committee.

Reckitt & Colman Pharmaceutical Division: Dr G. R. Fryers, the head of the division, will now operate from group headquarters at Chiswick to enable him to concentrate on the international aspects and growth of the business. He will be assisted by Mr P. R. Milligan, LIB, as

international planning director and I. D. F. Rushman as international technical director. Dr R. B. Smith, hitherto U.K. medical director, is appointed research and development director and will control the R & D laboratories in Hull. Dr Smith will continue to report to Mr R. A. Wing, MPS, U.K. Managing Director, who now has overall responsibility for the company's operations in Yorkshire. Mr R. S. Harris, BPharm, appointed as UK director of sales.

Bristol-Myers Co Ltd: Mr John Allan has been appointed to the newly-created post of new product manager, Products Division. Mr Allan, who graduated from Edinburgh University with an honours degree in mathematical science, will be located at Bristol-Myers' Ruislip offices.

Sancella Ltd have appointed Mr D. Pedersen as product manager to handle new products. Mr B. Gunther becomes assistant product manager for Libresse and new products.

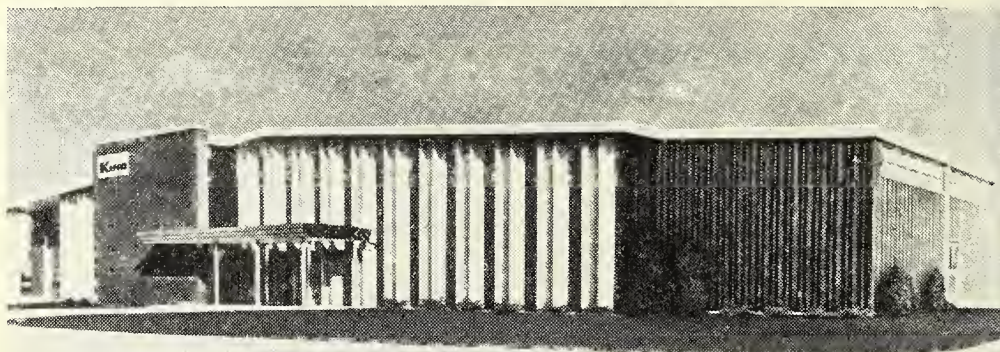
Procter & Gamble Ltd have appointed Mr J. C. Tappan their managing director. Mr Tappan joined Procter & Gamble in the United States in 1960 in the advertising department, and since 1971 has been general manager of Procter & Gamble in Mexico. He succeeds Mr J. W. Nedell, who is taking up a special assignment in Procter & Gamble Sunhome Co Ltd in Japan.

Firmenich & Co have made the following appointments: Mr D. R. Ensor, deputy managing director; Mr R. A. Sutton, divisional sales executive, perfumery division; Mr J. B. Prior, divisional sales executive, flavour division and Mr R. Levicki, account executive, flavour division.

Wellcome Reagents Ltd has appointed its first woman technical representative, Mrs Rosalind Meneagh, BSc, who will develop the company's range of diagnostic products in South-east England.

Remington Electric Shaver Division, Speer Rand Ltd: Mr H. A. Smith has been promoted to regional sales executive. He will remain in the NE Lanes and Isle of Man areas, but will have increased responsibility for total sales activities throughout the Northern Region.

Dragoco (Gt Britain) Ltd have appointed Mr Eric Roberts to their perfumery sales division.



An artist's impression of a 30,000 sq ft building now being erected for Kind Store Equipment Ltd at Kirkby-in-Ashfield, Notts. A report on the company which has been formed by a consortium of shopfitters was published last week p252.

People

Mr R. G. Hoare, FPS, chairman of ICI Pharmaceuticals Division and president of the Association of the British Pharmaceutical Industry, is to serve on the Mersey Regional Health Authority. His name should be added to the list of pharmacists serving on authorities published last week.

Deaths

Morrison: On August 24, Mr Samuel George Morrison, MPSNI, The Medical Hall, Main Street, Bushmills, co Antrim. Mr Morrison qualified in 1927.

News in brief

□ Fifteen tons of medical supplies, including 300,000 doses of cholera vaccine, 250,000 vials of antibiotics and intravenous fluids from three Glaxo Companies were airlifted to Pakistan by the RAF last week.

□ A palm-size transparent glass container, with a screw or snap top, was found the most suitable drug packaging for the elderly in a project undertaken at the Southern General Hospital, Glasgow, and reported in the August edition of the *Journal of Hospital Pharmacy*.

□ The Board of Pharmacy in at least one state in the USA is to require pharmacists to keep patient profiles, according to the *American Journal of Pharmacy*.

□ The Wright Memorial lecture, given in Australia last year by Dr T. D. Whittet, chief pharmacist, Department of Health, on the subject of "Some contributions of pharmacists to plant chemistry", has now been published in the *Australian Journal of Hospital Pharmacy* (volume 3, no. 1).

□ The American Pharmaceutical Association have organised an 18 days European study tour for US pharmacists which will take in the International Congress of Pharmaceutical Sciences, Stockholm, and the International Pharmaceutical Conference, Prague, in September.

□ The US Food and Drug Administration is to undertake a full review of all 533 food ingredients, natural and chemical on its "generally recognised as safe" list. Literature reviews and toxicology studies will be undertaken. It has taken four years to develop a system to manage the mass of data involved.

□ The fifth revised edition of the UK Chemical Industry Statistics Handbook 1973 has just been published by Chemical Industries Association Ltd, 93 Albert Embankment, London SE1 7TU.

Topical reflections

BY XRAYSER

Change

R. P. Bolder, you may remember, was a delegate to the National Convention of Druggists and, according to the immortal O. Henry, he came from Hickory Grove, Missouri. He was, Henry asserted, an old-time druggist and "none of your patent tablet-and-granule pharmashootists that use slot machines instead of a prescription desk". He percolated his own paregoric and rolled his own pills.

I think I may claim to have something in common with R. P. Bolder, even if the callous spot on my right forefinger where the handle of the pestle rubbed has now disappeared, and the subject of the relative values of the magnesium carbonate and the pulverised glycyrrhiza radix as an excipient is no longer a burning topic. But that is one of many changes we have seen in the general picture over a period of years, for the "improvers" have not been idle.

After a century of threats, we have gone metric, and I still find a tendency on the part of both doctors and wholesale houses to overlook the effect of moving the point only a short distance in either direction. I cannot say that the endeavour to use the term microgramme has met with universal acceptance, and I have yet to see it on a prescription. And now, after strong efforts to have "G" recognised as gramme, it is felt that grains are now so far behind us that "g" will now suffice, regardless of the fact that there are still medical Rip Van Winkles who have yet to change the habits of a lifetime.

Then there was the improvement brought about by the abolition of Latin titles and Latin directions on prescriptions. In the case of the former it can be an interesting exercise to speculate on the most likely place to locate ung. iodi denigresc.—whether one starts under ointments, or iodine or non-staining—and there are others which provide similar entertainment for a Bank Holiday week-end. Where, for example, would you search for Mr Bolder's pulverised glycyrrhiza radix?

New ways

But the changes in prescription-writing are even more confusing, and new and quite unstandardised shorthand is creeping in. "Nocte" was readily understood and was quite specific. It has been replaced by p.m. which could mean any time after noon or, if badly written, when necessary. M.W.F. has been translated as Monday, Wednesday and Friday, so that T.T.S. must surely be Tuesday, Thursday and Saturday, and B.E. could be both eyes had I not had evidence that the customer also possesses ears. (The late Tommy Handley would have revelled in the situation.)

But the new method of instructing quantities is most confusing, for the young graduate is being taught to write "250 mg. six-hourly 14/7", and one concludes that means over a period of 14 days, and therefore the quantity required is 56. Perhaps we should not be so meticulous. We should merely hand over the stock bottle and ask for its return when the patient has finished with it.

And then we meet 2/12 which again by a process of deduction, seems to indicate two months. But how many days constitute a month? Would it not be better to say 61/365? Or perhaps state, as of yore, the number required?

For the young doctor who is being trained to write his prescriptions in such a manner is due for a rude awakening when he completes his post-graduate training and discovers that there is legislation relating to the Misuse of drugs which demands something a little more specific and will compel him to do his own arithmetic. The method is wrong. It is slipshod and inaccurate, and I am certain it would not have met with the approval of R. P. Bolder.

Trade News

Pearl Drops go national

Pearl Drops has a remarkable initial take-off, and our problem has been to convince chemists of the need to take adequate stocks right from the start, Mr N. Williams, managing director of Carter-Wallace, told *C&D* when announcing the national launch of his company's new entry to the tooth care market.

Following test market in the Southern TV area, distribution was extended to London and the Midlands earlier this year, and some chemists in London who took the display outer (24 small, 12 large) sold out over the first weekend—without the support of advertising.

Pearl Drops is claimed to be the first home tooth polish, containing a mild abrasive to remove film and tobacco stains, and a polishing agent to provide "a smooth sheen no toothpaste can match." Use on a dry toothbrush is recommended, and experience has shown that about half the users substitute the product for toothpaste, while the remainder use the two.

Repeat purchases have been running at a high level—69 per cent in an STV survey—with users divided into 11 per cent males, 89 per cent females.

Pearl Drops is said to be selling particularly well in chemists, and staffs are being sampled so that they are able to give the product personal endorsement when the display prompts customers to ask questions. Carter-Wallace say they expect to have 8 per cent of the toothpaste market by the end of the first year.

Television advertising starts in October in areas not already covered, using 30-sec colour spots, and this will be supported by full-page colour insertions in women's magazines commencing in November. Packs are 42g (£0.23) and 78g (£0.37), the smaller size lasting about six weeks in daily use.

To encourage first time purchasers, an introductory offer allows sale at £0.19 and £0.29 respectively while maintaining margins at 27 and 29 per cent (Carter-Wallace Ltd, Wear Bay Road, Folkestone, Kent).



New Tom Caxton wine kits to be launched first in the Anglia television region from Reckitt & Colman (see last week, p241).

Ismelin bubble-packed

Ismelin tablets, formerly 'loose-filled' in Securitainers, are now being presented in bubble packs, according to CIBA Laboratories, Horsham, Sussex RH12 4AB. The tablets are available in packs of 100 (10 modules of 10 tablets each—10mg, £1.34 trade; 25mg, £3.20) and 560 (20 modules of 28 tablets each—10mg, £7.50; 25mg, £17.92).

Uvistat 100g now available

Supplies of Uvistat cream 100g are available once more and orders can be despatched immediately for 50g tubes in outers of 12 and 100g tubes in outers of 6, from WB Pharmaceuticals Ltd, Fulton House, Empire Way, Wembley, Middlesex HA9 0LX.

Automation meets Libresse demand

To meet the "continuing demand" for Libresse sanitary towels, new automated packaging machines have been installed by Sancell Ltd, Harpenden, Herts. The Libresse pack has been redesigned for automatic closure.

The new pack, which continues to bear the familiar green-leaf design, is sealed until opened by the user along a perforation at the side of the bag.

At Sancell's Morpeth, Northumberland, factory a fourth production line has been commissioned and a fifth is being built. The new automated packing machines have been installed on all production lines.

Deteclo composition

Lederle Laboratories, division of Cyanamid of Great Britain Ltd, Fareham Road, Gosport, Hants PO13 0AS, point out that the composition of Deteclo set out in the July *C&D* Price List refers only to the tablets (total antibiotic content 300mg). The syrup is quarter-strength.

Christmas à la Carte

Cosmetics à la Carte of 16 Motcomb Street, London SW1, have made available to the public a Christmas suggestions catalogue and price list with perfumes and beauty preparations from Almay, Dior,

Givenchy, Monteil, Orlane and their own beauty range. The catalogue will be sent free of charge and an order form is attached for postal requests.

Cosmetics à la Carte will individually gift wrap any purchase made and orders in excess of £25 in total will receive a 10 per cent discount. Gift vouchers fitted into a Christmas greetings card in denominations of £1 which can be redeemed for purchases within three months are also available.

Hydrocortisone acetate injection

Boots Co Ltd, Nottingham, NG2 3AA, are continuing to manufacture Hydrocortistab injection. Following the discontinuation of hydrocortisone acetate injection by Roussel Laboratories, increased demand has caused some delay in meeting orders. Boots say production has now been increased and a regular pattern of supply re-established.

New look for Milton

Milton sterilising fluid, Richardson-Merrell Ltd, Consumer Products Division, 20 Savile Row, London W1X 2AN, has been updated with a new, bright plastic bottle and new sizes: 300ml (£0.22), 600ml (£0.33½) and 1200ml (£0.58).

Interphex '74

The Fourth International Exhibition for the pharmaceutical, cosmetic, toiletry, perfumery and light chemical industries is to take place at the New Exhibition Centre, Brighton, England, from April 2-5, 1974.

Interphex 74—as the exhibition is known throughout Europe—was previously held in London. A biennial event, it serves the high turnover industries and displays essences, flavours and raw materials, processing and factory equipment of all kinds, the all-important and frequently changing packaging machinery and materials, and general handling, control and sterilisation equipment. And, for the first time, the exhibition is accompanied by four semi-residential conferences, each occupying one afternoon and one morning.

Further information may be obtained from the organisers, BPS Exhibitions Ltd, 4 Seaford Court, 220-222 Great Portland Street, London W1N 5HH.

Bonus offers

Earex, 3 Miles Buildings, Bath, Somerset. Earex, 11 invoiced as 10 (until September 30).

Geigy Pharmaceuticals, Macclesfield, Ches SK10 2LY, Desogen. 58 invoiced as 48, 90 invoiced as 72, 180 as 144.

Hills Pharmaceuticals Ltd, Spring Bank Works, Nelson, Lancs. Hills balsam and pastilles, 10 per cent discount on 12, direct only.

Lofthouse Chemical Products Ltd, Fleetwood, Indi-Go. 20 invoiced as 19 (September 1-30).

□ Calpol suspension. Drapolene cream and Calmic gripe mixture from the Wellcome Consumer Division, Crewe Hall, Crewe, Cheshire are all on bonus offer; details of which can be obtained from the representative.

This is a commercial for Lantigen B.

For the first time ever Lantigen B will be appearing nationally in the cinema this autumn.

An animated cartoon commercial in colour featuring Lantigen B – how it works and how it should be used – will be shown in 800 cinemas.

But that is only part of our campaign.

In total, we've put together the most concentrated advertising programme you've ever seen for Lantigen B.

In addition to the cinema advertising there will be:-

- 1) Full colour posters appearing in shopping areas throughout the country.
- 2) A major door drop of a personalised letter into over 2 million homes.
- 3) Full colour display outer and Point of Sale material.
- 4) Generous display bonus terms.

All of this activity is designed to help you sell more Lantigen B.

So you'll naturally need extra stocks.

Our representative will give full details or telephone 01-440 6521.



From the world's largest laboratories devoted to family planning—the easy-to-buy contraceptive

Conceptrol* Shields

contraceptive sheath



Ortho Pharmaceutical Limited -
leaders in the world of contraception -
announce a new contraceptive sheath

- * **National Advertising**
- * **Pharmacy only product**
- * **Superior packaging**

will mean more sales than you've
previously known in this product area

The pack has been specially designed to fit
the Ortho display stand currently available

A product with
customer appeal
in a striking
new pack!

Available through your wholesaler
or ask your Ortho representative for details.



Ortho Pharmaceutical Limited
Saunderton, High Wycombe, Buckinghamshire, HP14 4HJ.
The world's largest laboratories devoted to family planning.

*Trademark

New products and packs

Over-the-counter medicinals Granada area launch

A lavender-flavoured indigestion tablet, Indi-Go, is to be launched in the Granada television area during October. Indi-Go formula is: Bismuth carbonate 2.5 per cent, aluminium hydroxide gel 5 per cent, sodium bicarbonate 5 per cent, precipitated calcium carbonate 10 per cent, magnesium trisilicate 5 per cent, oil of lavender 0.026 per cent. Indi-Go (£0.10) is presented in counter displays outers containing 20 packs of tablets. It will be backed by television advertising and half-page advertisements in the Granada edition of *TV Times* (Loft-house Chemical Products Ltd, Fleetwood).

Contraception

Complete contraceptive range

Ortho are completing their range of contraceptives with Conceptrol Shields, a condom soon to be launched through pharmacies and surgical stores only. The condoms will retail at £0.27½ for 3 and £1.10 for 12, in bright, cosmetic-type packs.

Ortho have designed a birth control unit to display Conceptrol Shields and a number of their other OTC contraceptives. The company feels that prominent display of the products will help to make the whole subject of contraception less of an embarrassment.

An advertising campaign will appear in the *News of the World* and the *Sun* in September (Ortho Pharmaceutical Ltd, Saunderton, High Wycombe, Bucks HP14 4HJ).

Cosmetics and toiletries

Passion Flowers

From Gala come a range of autumn colours for the eyes, lips and nails called Passion Flowers. The new shades for eyes are English green, French burgundy and Russian blue; available in Eye Pen (£0.33) and matte shadow (£0.33). Japanese pink, African violet and Spanish rose are the new colours for lips and nails, available in Lip Pen (£0.33), Super-Smooth lipstick (£0.33) and nail polish (£0.29).

Gala are also introducing a cream formula blusher (£0.35) in two shades: Swiss candy and Mexican ginger. All available from mid-September (Gala of London Ltd, Hook Rise South, Surbiton, Surrey KT6 7LU).

Lumilane eye make-up

Orlane are to extend their Lumilane range with a collection of new eye makeup products. The theme of the Lumilane range is soft glistening colour with an iridescent quality, and comprises: powder eyeshadow trios which contain three co-ordinated shades presented in a slim Air Force blue compact with a double-ended applicator,

available in six colour combinations; creamy eye shaders in eight mother-of-pearl shades presented in white opaline pots with blue and gold lids; automatic eye liner incorporating a fine brush attached to the cap for easy application in six frosted colours to co-ordinate with the eye shadows; eyelid moisture base to moisturise and protect the lids preparing them for makeup as well as to disguise shadows or dark circles under the eye; cake mascara available in four shades. The new Lumilane products will be on counter from October 15.

Orlane are also to introduce three further lip glosses in red, brown and coffee colours. Presented in a grooved white opaline pot, the lip gloss is delicately perfumed with raspberry (£1.60). Available from mid-September (Jean D'Albret-Orlane Ltd, 125 High Holborn, London WC1V 6QX).

Chanel's new number

No 19 is the first new perfume from the House of Chanel for forty years. Described as a "cascade of flowers" the ingredients include violets, white hyacinths, iris, ylang-ylang, scented mosses and woody notes of cedar, sandalwood and sycamore with hints of musk and ambergris. Although, say the creators, it is a "young" perfume it can be worn by "any woman of taste with confidence and pleasure".

Like the other Chanel perfumes, Chanel 19 (so called because August 19 was Coco Chanel's birthday) is presented in the classic square bottle with the black and white packaging. Available in ½ oz perfume (£6.60), 1 oz (£10.50), 2 oz (£17.00) and 4 oz (£34.00) from October 1 (Chanel Ltd, 202 Old Bond Street, London W1X 3TB).

Cyclax shadow glow

Cyclax are to launch Shadow Glow (£0.85), a soft, creamy eyeshadow. Shadow Glow is said to stay on for hours without creasing or disappearing, and it is perfume-free for use by all skin types. Available in six shades: China blue, amber, appleshine, ultra violet, gold dust, and aquaglow.

The product comes in a purse size purple and silver pot. Available from October 15.

Also from Cyclax are their Natural Harvest lipsticks (£0.60). They say the formula is "extra-moist, extra-creamy", and the shades are: beechnut, honeysuckle, tangerine, toffee cream, apricot cream, and ginger cream. Available from October (Cyclax Ltd, 65 South Molton Street, London W1Y 2BS).

Weleda extend range

Two new hair care products are to be launched by Weleda of Switzerland: rosemary shampoo, said to contain rosemary and lavender oils in a 50cc size (£0.21) and



110cc (£0.33); rosemary creme conditioner (£0.33) which also contains rosemary and lavender oils plus extracts of burdock root and red clover. Both shampoo and conditioner are packed in half-dozen in full colour display outers. The launch will be backed by a national advertising campaign which includes spaces in *Woman*, *Cosmopolitan*, *She* and *Reader's Digest*.

Weleda are also introducing new packaging for the rest of their range of natural beauty preparations. The cylindrical glass bottles will now be packed in cartons and the products will be available in two sizes, 50cc and 110cc bottles (Dendron Distributors Ltd, 94 Rickmansworth Road, Watford, Herts WD1 7JJ).

Mini emery boards

The latest addition to the range of manicure accessories from Jacquelle are mini emery boards. These handbag, or pocket sized emery boards, are available in a display pack which contains 72 booklets (£0.06) (Jacquelle sales division of Jackel & Co Ltd, Kitty Brewster Estate, Blyth, Northumberland).

Babycare

Tomte toys range

Recent addition to the Tommee Tippee range of Kiddicraft products includes the Tomte toys from Norway.

Made in non-toxic plastic the toys are said to be both flexible and indestructible, with no dangerous sharp edges. The range offers a variety of cars, lorries, tractors and trailers all in bright colours (£0.12p).

Tomte toys are available in a display pack outer of 36, or in boxes of 100 loose. A special new dump display stand is available upon request with minimum orders of 200 Tomte toys (Jacquelle sales division of Jackel & Co Ltd, Kitty Brewster Estate, Blyth, Northumberland).

Promotions

Biovital Autumn bonus

A bonus offer for Biovital liquid and tablets, coupled with a new counter display and sales unit, is being made available by Dr Schieffer-International of Cologne and their UK distributors, Radiol Chemicals Ltd.

The bonus parcel is said to offer pharmacists a profit of £11.46 on an outlay of £17.58, and consists of 12 packs of Biovital tablets, and 18 bottles of Biovital liquid. The terms on the bonus include an extra discount of 10 per cent on normal trade prices. The total extra profit on the offer amounts to £2.76.

The new Biovital counter display and sales unit, supplied with the bonus parcel, is printed in full colour with bright yellow and red predominating. The unit, holding 12 packs of Biovital tablets and one bottle of liquid, carries the slogan "Can't Cope? Consider Biovital" and features four full-colour illustrations which reflect the theme of the current national newspaper advertising campaign for both products. The display unit also includes an aluminium foil mirror panel.

The unit has been designed to support the July-December Biovital advertising campaign.

In addition to the bonus parcel, from September an extra discount of 10 per cent will also be available on £20 combined direct orders for Biovital and other products in the Radiol/Radian range and 12½ per cent on similar direct orders with a trade value of £30 or more (Radiol Chemicals Ltd, Stepfield, Witham, Essex).

"Your Plan for Beauty"

Max Factor are offering an attractively designed paperback with colour illustrations to any woman buying products to the value of £1 or more.

Called "Your plan for beauty" (value £0.45) it has been designed as a programme, taking the whole beauty course in easy

week by week stages, and covers skin care and make-up, hand and hair care, dieting, exercising and grooming.

Available free from the beginning of September for as long as stocks last, estimated to be until approximately the end of October (Max Factor Ltd, 16 Old Bond Street, London W1X 4BP).

First ever for Milton

Milton sterilising fluid will be the subject of a new, "first ever" national advertising campaign starting in September. Advertisements will appear in national women's magazines including *Woman's Own*, *Living* and *Family Circle* (Richardson-Merrell Ltd, 20 Savile Row, London W1X 2AN).

Tampax offer

Between September 1 and October 15 Tampax are offering a promotional allowance to the trade of 75p on each three dozen case of regular and super 40's. A free handbag container will be included in every economy 40's packet displaying the free offer flash. Advertising support for Tampax will appear in women's magazines and women's interest newspapers (Tampax Ltd, Dunsbury Way, Havant, Hampshire POG 5DG).

Derl window stickers

Sales aids from Weddel Pharmaceuticals for Derl toilet soap includes a small self-adhesive sticker intended for tills and similar places and a larger sticker which is adhesive to glass only and is therefore meant to be used as a window sticker or on the shop door. Both stickers are available direct from Weddel or from their representatives (Weddel Pharmaceuticals Ltd, Salisbury House, London Wall, London EC2M 5XD).

Cossack on cards

Greeting cards featuring Cossack hair spray cans are currently on sale in over 800 newsagents and stationery outlets throughout the country.

This novel idea from Hallmark is a new venture, say Reckitts, linking popular merchandise with topical greetings cards. The link line inside the full colour Cossack card is "I'm uncontrollable without you". (Reckitt & Colman Toiletries Division, Sunnysdale, Derby).

Minolta meters leaflet

The latest leaflet to come from Minolta deals with their range of exposure meters which now includes no less than four different models. There is the Auto Spot 1° around which was based the space meter used by the Americans in the Apollo moon shot missions. The range also includes a one-hand-operation flash meter, a three-colour measuring meter and the Auto Meter professional, and full technical specifications are given.

Copies are available from Japanese Cameras Ltd, Hempstalls Lane, Newcastle, Staffs.

Boost for Kleenex Boutique

"Boutique does beautiful things for you" is the theme of two new 30 second colour television commercials for Kleenex Boutique tissues which broke August 20 in the London, Southern and Anglia areas. The



initial burst, national equivalent of £92,000, is designed to capitalise on the success of this Kimberly-Clark brand.

The two 30 second commercials will run alternatively during the campaign. One film stars a young girl returning home after a night out, and the other a morning scene, features actress Hildegard Neil, star of "England Made Me", on general release at the moment (Kimberly-Clark Ltd, Larkfield, nr Maidstone, Kent).

Consumer offers

□ 2p off the recommended price of Countess cream hair conditioner (Beecham Proprietaries, St Helens, Lancs).

□ During September/October 5p off recommended retail price of 120g size of Elle intimate deodorant spray in both fragrances. One pack crownier in each outer of six and promoted packs will be available 14 invoiced as 12 (Crookes Anestan Ltd, 1 Thane Road West, Nottingham).

on TV next week

Ln = London; M = Midland; Lc = Lancashire; Y = Yorkshire; Sc = Scotland; WW = Wales and West; So = South; NE = North-east; A = Anglia; U = Ulster; We = Westward; B = Border; G = Grampian; E = Eireann; CI = Channel Islands.

Aquafresh toothpaste: Y, WW, NE

Bisodol: Sc, A

Bristows shampoo and conditioner: All except We, G, E, CI

Cool: Ln

Crest toothpaste: Y

Falcon: All areas

Gilt Edge shaving foam: Ln, M, Lc, So

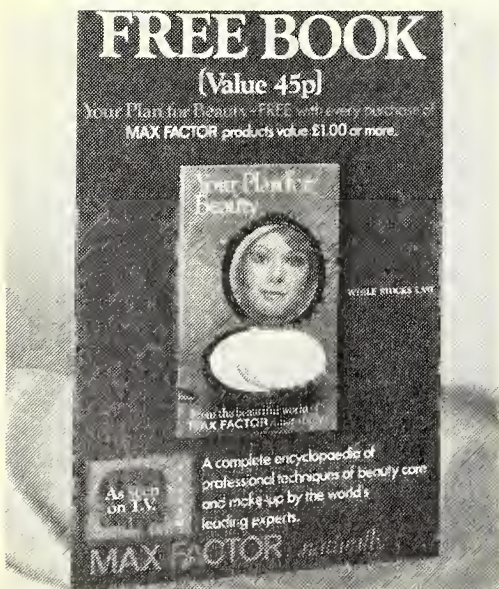
Macleans Freshmint toothpaste: WW

Natusan: Lc

Maybelline Powder Twist eye shadow: Ln, Lc, So

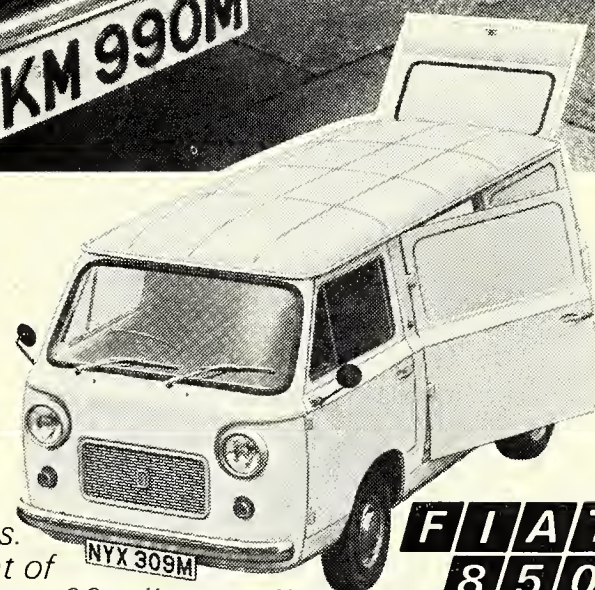
Schick Injector razor system: Ln

Zubes, honey and lemon: M, Sc





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Normal

**FIAT
850T**

£866.00

2 door **£893.00**

Fiat 850T High Roof

Normal **£888.00**

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No other van gives you so much space at so little cost. But that's not the only advantage when you buy a Fiat 850T. Look at these other key features. Extra large, lined, interior of up to 106 cu.ft. capacity. Available in two/three door, and high/low roof versions.

All models offer the same very low loading height of only 16". Designed to carry over 12½ cwt and do up to 29 miles per gallon, the slim flush-sided Fiat 850T arrives fully painted and is ideally suited to handle your in-town deliveries and minimise parking problems. Take a test drive in the robust, safe and comfortable Fiat 850T van today at your local Fiat dealer.

With Fiat you get the backing of Britain's most conscientious dealers: over 350 of them selected with the most scrupulous attention to the service they can give you. For the address of your nearest dealer please contact: Fiat (England) Limited, Great West Road, Brentford, Middlesex. TW8 9DJ. Tel. 01-568 8822.

Coming on TV



New Brut 33.

LAUNCHING NEW BRUT 33— A WHOLE NEW RANGE OF MEN'S TOILETRIES— ALL WITH THE GREAT SMELL OF BRUT.

National TV campaign for the whole range featuring action-packed 'stuntman' commercials. Saturation campaign breaks first week of September. Full colour 30 and 15 second commercials. Over £200,000 will be spent in nine weeks, starting with three peak spots a night for three consecutive nights—a minimum of 10 commercials a week.

This is a heavyweight campaign with dramatic commercials—it will create an unprecedented demand—so be ready for it. We'll supply a full range of display material—a floor merchandiser, range seller, window stickers, showcards—the lot.

For further information please ring John Cardrick or John King at Slough 44222. They'll help you make the most of this new Fabergé success.



Desogen[®] Bonus Offer

Parcel A 1 gross+36 bonus	Parcel B 72+18 bonus	Parcel C 48+10 bonus
Outlay £11.52	£5.76	£3.84
Profit £10.08	£5.04	£3.12

Retail price 13p per box of 24 lozenges (inc. VAT)

Available immediately through your local representative

Each Desogen lozenge contains:
0.5 mg of (Dodecanoyl-N'-methylaminoethyl)-
(phenylcarbamylmethyl)-dimethylammonium
chloride

Desogen
24
antiseptic
throat
lozenges

Geigy

Geigy Pharmaceuticals
Macclesfield
Cheshire SK10 2LY

Comment

Vanishing options

Through *C&D*'s columns, Mr M. E. Millward recently objected to the record of achievement by the leadership of the pharmaceutical profession (August 18, p224), particularly in the general practice sector, and his views have provoked some other readers to put pen to paper.

But where does the individual member of the profession want to be led? And will he follow leadership of any kind?

Mr M. E. James (p285) looks to a future in the world of the "professional" pharmacy. But Mr Hazlehurst asks what has happened to the NPU's VTO—an organisation which by definition requires the existence of a substantial number of pharmacies which mix professionalism with commercialism.

Mr James is a director of the type of small independent group whose involvement must be essential to the success of any chemists' VTO. If the VTO is set-up, will this group and those like it join? And will their involvement be half-hearted or enthusiastic total commitment to the future?

Mr Millward is now pharmacy superintendent for a Cooperative Society. Is he clamouring for the VTO or for "professional" pharmacy?

Do Boots and Westons pharmacists want the same from general practice as Mr James? There have been many suggestions that the pharmacist should be joined in the NHS contract (not least from Mr Millward), but judging by the multiple pharmacists' outcry over EEC proposals to place upon them total professional responsibility, the principle would hardly meet with universal acclaim.

It is indeed doubtful whether there is any "line" that could be taken by the leadership which would accord with the aspirations of a majority in the profession. Almost certainly there is a difference of viewpoint between multiple managers and owners of "professional" pharmacies on the role of the general practice pharmacist in the community.

But that does not mean that all effort is futile. The fundamental questions are whether the various modes of practice can co-exist and, if they are not mutually

exclusive, whether the constituent groupings are individually large enough to be viable.

With schemes like Apocaire and Unichem already under way, and others rumoured in the pipeline, Mr Hazlehurst's plea that the NPU should make a move urgently is fully justified.

Independent pharmacy is not alone in having to face up to modern retailing methods, and "collective bargaining" is growing among others in the High Street.

C&D's sister publication, *Hardware Trade Journal* recently announced a collaborative promotion of twelve Christmas lines between members of eleven dealer-owned wholesalers. However, only 300 retail outlets will be involved and *HTJ* commented:

"This is a measure of unity which must be used to harness the buying power of the independents not in relatively small local groups, but in one or two national organisations whose turnover is counted in millions and not thousands."

This principle applies just as much to pharmacy, for the threat to independents' turnover comes from many quarters. Hardware traders are concerned about the growth of the Argos chain, which has a target of 300 outlets, each supplying goods at deep-cut prices—and it might be noted that the Argos inventory impinges on electrical and photographic merchandise sold by chemists.

As *C&D* has so often recorded, events are again in danger of overtaking the profession, leaving it without options. Mr Millward's contribution to progress is that he provokes discussion. But the discussion should not be about whether the profession is blessed or cursed with its leadership. It must be about the viable alternatives for the future, and which the profession prefers to adopt.

Where the leadership generally has failed is in its inability to lay the alternatives clearly before the membership, so that well-judged decisions can be made.

However, in respect of NPUM and the VTO the issues were clearly defined, and the decision made—"Lead, and we will follow." But so far there has been nothing to follow—hence the plaintive cries.

Business Q&A

My pharmaceutical company has prospered considerably and now earns substantial profits. It is still privately owned and subject to all the disadvantages of close companies. At the same time, if I increase my salary at all considerably, I shall pay surtax. What is the best general policy?

Although most private companies tend to restrict salaries paid to directors to avoid too much surtax, this is not always the

best policy. If you pay more, the additional remuneration reduces the corporation tax and can be used to pay for retirement annuities, life policies and the like, avoiding substantial amounts of income tax and surtax (or higher rate tax) also. Thus you can save more for retirement and reduce the possible capital gains tax on disposal of shares or estate duty thereon on death. Generally therefore a policy of distribution is to be preferred.

If I retire and dispose of my business will I have to pay capital gains tax?

If you are 65 the first £10,000 of chargeable gains on the disposal of business assets is not taxed. Business assets are, broadly speaking, assets including goodwill used in a business, but excluding investments and

cash. If your business is a company and you convert the assets into cash before winding up this could seriously affect the relief due, although certain concessions are now operated. If you sell shares, the gain is apportioned in proportion to business- and non-business assets. You would do well to consult an accountant on the details before finally committing yourself.

What sort of amount can one pay one's wife as salary please?

This depends upon the amount of work she does and the rate for the job. A doctor has been held to be justified in charging £12 per week for his wife's services and this was some years ago. The best advice that can be given is that any salary should be reasonably related to work performed and market rates of pay.

Efficiency audit

by Stanley Townsend

The retail pharmacist, in common with other traders, is naturally tempted to attribute any period of poor business to factors outside his own control. This temptation is a special danger to the independent, for it may discourage him from regularly checking the efficiency of his business. This could be a serious omission as there are grounds for believing that more independents are defeated through defects in their own efficiency than by the competitive power of larger retailing groups.

The chemist sees the sense of a regular audit of the accounting of his business. Is it not equally desirable that there should be a regular "audit" of its efficiency? Without such a check he cannot be confident that efficiency is steadily improving. Yet upon the efficiency of the business will always depend its ability to make the very best of current trading conditions, whatever they may be.

Business effectiveness

But what does "efficiency" mean? It means effectiveness. To business efficiency there are two aspects. One is the over-all management which, in a shop, will be a responsibility of the proprietor. The other is the effectiveness with which the detailed work of the shop is done.

The principles on which the day-to-day work of any organisation should be examined were developed in USA factories at the end of the last century by two pioneers of scientific management, Frederick Winslow Taylor and Frank Gilbreth. Both were cost-conscious engineers, but their two principal techniques are applicable to a retail shop no less than to a factory. In the first place, Taylor and Gilbreth sought by "method study" the best way or method of doing each task. In the second place, they applied "time and motion study" to the doing of the work by the prescribed method. Then, having eliminated any unnecessary steps or motions, they established standard times for each necessary step or motion. Hence the phrase "work study".

Whether in factory or shop, the individual worker must co-operate with other workers to achieve the maximum combined effect from the sum of individual efforts. Good organisation can prevent confusion and promote happy working and thus make an important contribution to efficiency. To consult individuals about matters that will affect them helps the team spirit and this aids efficiency still further.

Method study and work study are not intended to extract a greater effort from employees, but only to make the same effort more productive. The trader should make this clear to assistants and thus prevent "resistance" to better methods he may wish to introduce. When greater actual effort is required, then incentive bonus systems will need to be considered.

The efficiency of a chemist business signifies the effectiveness with which its energy and resources are concentrated on the objects of the business. But has the business a policy, with clear objectives? How effectively does it use its physical assets—location, premises, merchandise, and cash—in pursuit of those objectives? How good is the personal efficiency of those engaged in the business, from proprietor to junior assistant? Personal efficiency embraces physical fitness for the work, personal skill, reliability, regularity in attendance, good grooming, and enthusiasm in attitude.

If efficiency is to be a constant aim, it follows that progress should be regularly reviewed. The frequency with which it should be 'audited' is, of course, a matter for the proprietor. In the first instance, a decision to do this once a year would be a big step forward. Some of the figures required will be available, or readily obtainable, when the annual accounts are prepared. The date at which these close could thus be a convenient date for the review.

As the trader will require in some matters the help of his accountant, it will be well for him to explain to his accountant in good time (rather than at the last minute) just what he is proposing to do.

In addition to his annual accounts, two other records are essential for a review of the trader's efficiency. They are:

- ☐ A "wants book" which has regularly recovered every item asked for which, although in the stock plan, was out of stock, and also every item asked for which was not in the stock plan, and
- ☐ A "complaints book" in which complaints (and what was done about them) have been noted.

Specific aspects

Certain main aspects of the business should be examined in the review. The trader will naturally decide on these for himself, but he may like to consider the following suggestions to which he can, of course, add as he wishes: Location and premises; expenses; merchandise; personnel; sales.

The reason for selecting specific aspects is that merely to glance at a business as a whole will only produce impressions on the efficiency (or inefficiency) of that business. It will not produce reliable conclusions. But if each of a number of specified main aspects of the business is examined in turn, the review is likely to be truly instructive to the proprietor.

A periodic count of the pedestrian flow is highly desirable and could be made (say once a year) for the benefit of all traders in the street, who could share the cost. The figure wanted is the hourly average flow during business hours.

To improve the pedestrian flow will call for co-operation with other shopkeepers in

the street, whether in the same or different trades. The aim would be to increase the attractiveness of the whole street to shoppers by such means as brighter painting of shop fronts, better window displays, and perhaps some joint advertising.

What improvements have been made in the past 12 months in the decoration and lay-out of the premises? What comparisons have been made with lay-outs in other shops—chemist and otherwise? Do those who visit dispensing counter or hatch see other merchandise? Before any improvements in lay-out are undertaken four questions should be asked. Will the improvements make the shop more attractive to customers? Will they enable more merchandise to be displayed? Will they make shoplifting more difficult? Will they assist faster serving and thus reduce staff cost per £ of sales?

What of the merchandise? How many instances does the "wants" book reveal for the year of items in the stock plan that were out of stock? If price tickets on outers or individual large items show in code the date when each arrived in stock, a list could be made of those which have been in stock for 90 days or more. How many such units are there? What was their approximate total cost value? What proportion of the total stock did this represent?

What was the rate of stockturn for the year? Different merchandise groups may give different rates of stockturn—were the slowest groups slowest because of excessive stocks or unsuitable stocks?

What is the sales total for the year? What are the sales totals for the several merchandise groups? When these figures have been adjusted to the price levels of 12 months ago they can be compared with the figures for the year that ended then. How were the year's sales spread over the days of the week? What were the corresponding figures for 12 months ago? The spread of business over the week will affect staff requirements. If the gap between the best day and the worst day is regularly very big, part-week assistants may be desirable, or special merchandise offers needed to increase the figures for the poorest days.

It will also be instructive if weekly figures can be kept, say from cash register rolls, showing number of customers served and average value of purchase(s).

Display and publicity are part of selling and require consideration. For example, how effective is the window display? The attention which displays get can be measured by periodic checks, made from the other side of the street, of the number of passers-by who stop to look. But what is the display's selling power? Of yesterday's sales, how many were of items displayed in the window? And how much was spent on advertising? Were the results measured? If so, what were they?

What were the total expenses? When they are subtracted from total sales, what was the profit? What percentage of the total sales did total expenses represent? To look at expenses by main categories will then be worth while. A useful exercise is to find what proportion (expressed in pence) of each £ of sales is represented by each main category, starting from buying cost.

All data emerging from an efficiency "audit" should be carefully preserved since much of the benefit will come when further reviews are made.

Brufen

a significant price reduction

Brufen, the first compound for the treatment of rheumatic disease to be developed entirely by British research, is now widely accepted as a significant contribution to current therapy and usage of this effective, well tolerated anti-arthritic drug continues to increase.

The N.H.S. Price of Brufen is now reduced by 25%.

The new Basic N.H.S. Prices of Brufen are:

100 Tablets
£1.88

500 Tablets
£9.00

Suspension
£0.53

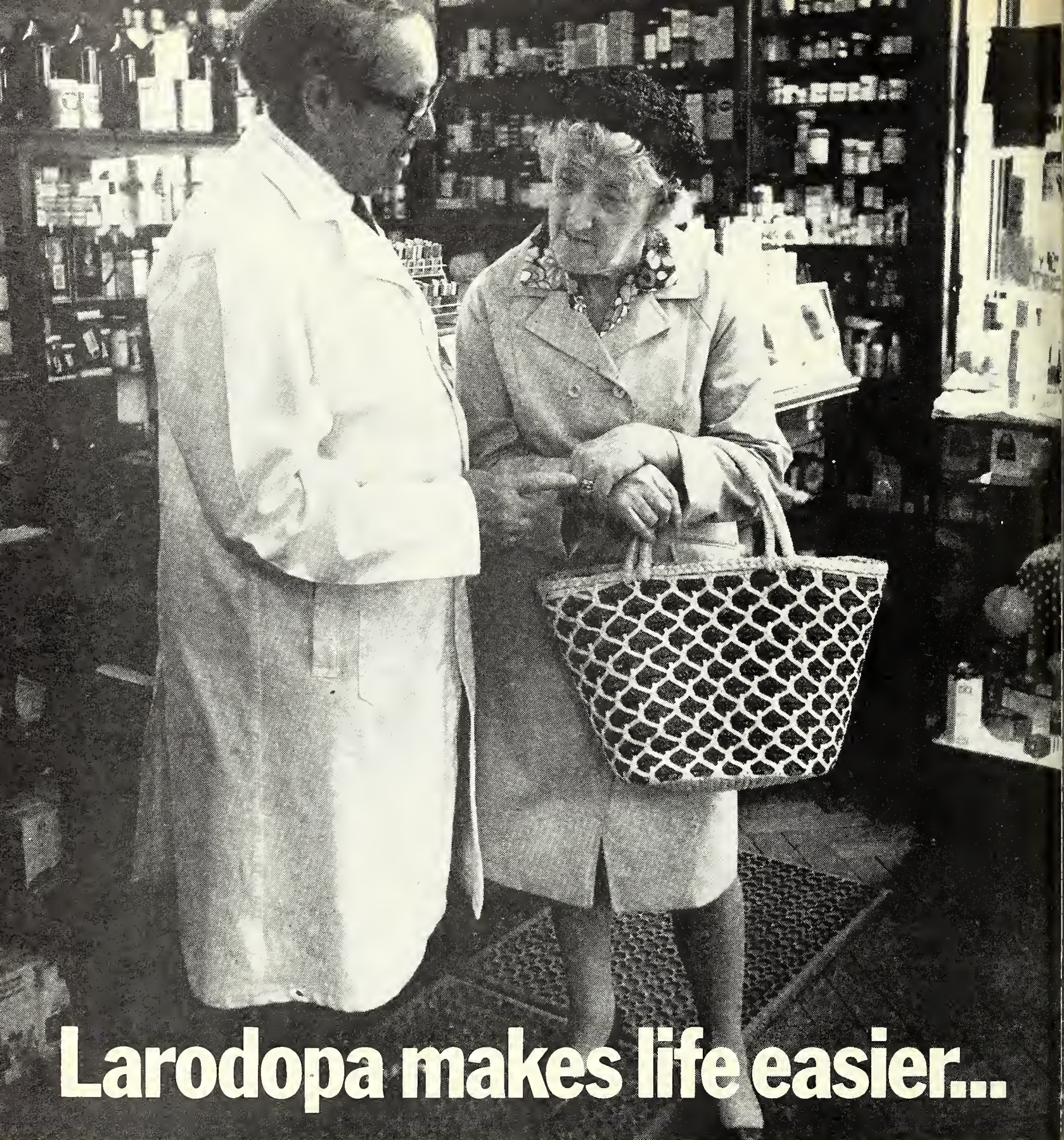
Brufen is ibuprofen, available as tablets containing 200 mg and as a Suspension containing 100 mg in each 5 ml.
Full information from The Boots Company Ltd., Nottingham.

BRUFEN

(ibuprofen)



first in arthritis - for the best possible reasons



Larodopa makes life easier...

For you

Dispensing generic levodopa prescriptions means a fresh decision every time—it doesn't happen often enough to form a habit. But Larodopa is levodopa in a form that is convenient for you because the double scored 500mg. tablet will fit, simply, into any dosage regime: and, as Larodopa is the most economical presentation of levodopa, you will be fully reimbursed by the Pricing Bureau.

For the patient

Larodopa tablets are double scored and can be broken into halves or quarters, thus providing the versatility of dosage necessary for the effective management of Parkinsonism. Which means one less worry for a patient who has quite enough to worry about. Further information is available on request from: Roche Products Limited
15 Manchester Square
London W1M 6AP.

ROCHE

Equipment

Tablet and capsule counter

A small tablet counter, which is claimed to be able to count all shapes and sizes of tablets and capsules in any quantity at speeds up to 1,000 per minute, is available from Unicount King Ltd, 41 London Street, Chertsey, Surrey. Called Unicount, it is also claimed by the makers to be lightweight, and easily cleaned, adjusted and serviced. It is 12 in long, 12 in wide, and 6 in high, and costs £220 plus VAT.

To operate, tablets are poured slowly from a bulk container on to the small rotating disc and are taken off down a channel, where they are electronically counted into the tray or a bottle, and registered on a magnified dial. Pouring is ceased when the required number is registered. Alternate trays are provided and the machine incorporates a reset button and an on/off switch.

Disposable filter unit

A disposable Millex filter unit for sterilising small fluid volumes has been introduced by Millipore (UK) Ltd, Millipore House, Abbey Road, London NW10. The units are pretested and presterilised and are economical enough to discard after a single use, Millipore claim. Made of polycarbonate and polypropylene, the top half is transparent to allow visual inspection of the filter inside. Fittings are female Luer lock/Luer taper inlet and male Luer slip outlet. They are available with 0.22 micron (GS) or 0.45 micron (HA) Millipore filters in packs of 48 (£15.60).

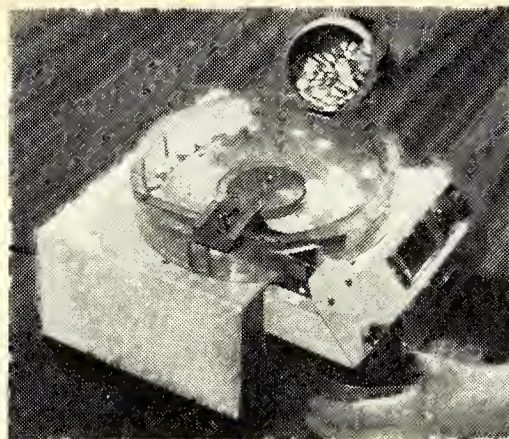
Pests and odours

A machine for the control of insect pests and undesirable odours has been announced by Electronic Applications (Commercial) Ltd, Ickleford Road, Hitchin, Herts. It contains a small fan driven by a battery-operated motor for 10 seconds every three minutes. Impregnated jelly compounds of insecticide (Dichlorvos), perfume or deodoriser are slid into the apparatus and are distributed into the atmosphere by the fan. The makers claim that air spaces up to 7,000 cu ft can be treated by one unit.

Wallgate hand-wash unit

The Wallgate hand-wash unit (£87.50 plus VAT) is claimed to be a practical and efficient alternative to hand-washing facilities. Described as the first hand cleansing system to incorporate supplies of liquid soap, warm water and hot air drying in an integral unit, the Hand-Wash is self-contained and only needs to be connected to an electrical and cold water supply for operation.

Measuring 30 x 12 x 9 in, the unit requires less than 2½ sq ft of wall space, and the supplies are dispersed into a circular bowl area which drains through a



Above: Unicount tablet counter.

Below: Millex filter unit on a syringe.



standard 1½ in waste fitting. A patented 3 kW heat exchange unit converts the cold water supply into temperature controlled warm water for hand-washing.

All heating equipment is protected by safety devices which automatically cut out if the temperature rises above the accepted level. Both water and hot air are separately protected for maximum safety in use. By adopting timed and measured quantities of soap, water and air, the unit assists water conservation requirements and the liquid soap is biodegradable to minimise pollution.

A new Wallgate anti-bacterial liquid soap is also being introduced.

Further details from C. A. Wallgate & Co Ltd, Wilton, Salisbury, Wilts.

Counter Cache for £1 notes

In all businesses where money changes hands the accumulation of notes, especially in the cash register, represents a tempting and profitable snatch for a thief... and a great loss to the business.

Sovereign Cash Registers Ltd, Liverpool, have developed a double-locked steel box which they call Counter Cache. In it bank notes are inserted into a chute which leads to an inner compartment. Only the minimum number of notes for change purposes are left in the till to tempt the thief, the remainder being kept safe inside Counter Cache until their transfer to the safe.

One lock secures the box in its special holder which is permanently fixed in some unobtrusive spot. When it is fitted under a counter only the chute is visible. The second lock opens the box. Both locks have their own key and are highly complex.

PTFE membrane filter

A fluorocarbon disposable cartridge filter that combines, it is claimed, absolute sub-micron retention (0.2, 0.5, or 1.0 micron pore size) with almost universal solvent resistance has been introduced by Millipore (U.K.) Ltd, Millipore House, Abbey Road, London NW10.

The Fluorotube cartridge filter is designed to ultraclean or sterilise large

volumes of organic solvents and corrosive solutions. Fluorotubes are claimed to be compatible with strong acids, bases, organic solvents and most oxidising and reducing agents. They may be "bubble tested," and autoclaved.

The cartridges are 2½ in in diameter and are available in lengths of 22 in and 31 in. Maximum operating pressure differential is said to be 100 psi. Stainless steel housings are available that accommodate more than one cartridge and a single cartridge unit is claimed to provide liquid flow rates up to 25 gpm.

The fluorocarbon material is also available in standard disc diameters under the name Fluoropore. It is claimed to retain on its surface 100 per cent of all particles and micro-organisms larger than its rated pore size (1.0, 0.5 or 0.2 microns).

Blister pack over-printing machine

Rejafix Ltd, Harlequin Avenue, Brentford, Middlesex, have developed a machine for overprinting blister packs of tablets. Free standing, it has a claimed output of up to 200 units per minute. The packs are fed in from a hopper via a conveyor to a photo-electric head which reads an identity code on the foil. A faulty pack ejection system is also incorporated. After printing the packs are transported to a vertical stacking unit.

The machine, driven by a three-phase motor, is 183 cm long and 50.8 cm wide, adjustable feet providing 7.5 cm of height adjustment. The printing area can be over the whole plain surface of the pack. Sizes handled are 78 to 130 mm long, 31 to 50 mm wide and blisters 2.9 mm high.

Purified water for toiletries

A water-purification system, in use in the cosmetic industry, has been set up by Elga Group, Land End, Buckinghamshire. The installation, at Fabergé's factory at Iver, Buckinghamshire, is of the single barrel, recirculation type based on the Elgastat 2,000 deioniser. It comprises a cylinder, ultra-violet steriliser, conductivity monitor and fail-safe control. Elga say that the ultra-pure water, consistent in quality and chemically and biologically pure, is available on a continuous basis, enabling the manufacturer to exercise greater control over the formulations of lotions.

Laboratory freeze drier

A range of compact console freeze drying units suitable for bench use has been announced by the General Engineering Co (Radcliffe) Ltd, Bury Road, Radcliffe, Manchester. The units incorporate a refrigerator condenser system with a claimed quiet and vibration-free vacuum pumping unit, and complete refrigeration and vacuum protection devices are included. Covering condensate capacities from 1½ to 5 litres, the range is available as manifold units, chamber units, and combined manifold/chamber units and accessories.

Heated tables

A range of electrically heated tables have been introduced by Isopod Ltd, Borehamwood, Herts. The tops are 3 mm thick aluminium at 36 in. working height. The tables are said to be able to operate at any temperature between 5 and 200°C and are available in three standard sizes. They are designed for applications where materials or components have to be handled at a specific temperature.

The red cross as a medical and pharmaceutical symbol

Third report

By T. D. Whittet, HonDSc, BSc, PhD, FPS, FRIC, DBA

My two previous reports^{1,2} have presented abundant evidence that the red cross was used as a medical and pharmaceutical symbol for hundreds of years before the first Geneva Convention of 1863 which established the body now known as the International Red Cross organisation. Despite the fact that in most countries the use of the symbol has been restricted to military medical services as recommended by the Geneva Conventions of 1884 and 1887, it has continued to be used by pharmacies and suppliers of surgical implements in numerous countries.

This report includes some further evidence of the use of the red cross before 1863 and many additional instances of its present day use.

In my paper of 1965 I wrote that "In 1693 Sir Ralph Box, a member of the Grocers' Company occupied the Red Cross, Cheapside" and I commented: "With his address in Cheapside Sir Ralph Box could have been one of the wholesale apothecary-druggists who remained in the Grocers' Company after the separation of the apothecaries in 1617." I have now found the following reference in the Life & Times of Anthony Wood³: "A letter dated March 24, 1694. This morning died Sir Ralph Box, Druggster, and eminent and wealthy citizen, of the gout." Thus my previous speculation has proved correct. Sir Ralph Box was warden of the Grocers' Company in 1681, 1687 and 1689. In 1689 the Master was William III so Box virtually acted as Master.

Further evidence of his association with the apothecaries is shown by the fact that his daughter Elizabeth married James Chase, MP, a prominent apothecary who was Master of the Society in 1688-9.⁴ The wedding took place at Westminster Abbey on November 17 1677. James Chase, like his father John and grandfather Stephen, were Royal Apothecaries. Several generations of both the Box and Chase families were apothecaries.

I have discovered yet another drug jar bearing the red cross. It is in the London Museum and is probably 17th Century.

Contemporary use

The tendency to use red crosses as symbols on pharmacies and para-pharmaceutical premises continues to grow. I have seen this in many countries. The practice is common in Andorra, Cyprus, Austria, Germany and Italy. The following are some other examples:

England. Greek red crosses on two pharmacies; a sign bearing a red cross on a white ground. The horizontal arms of the cross are longer than the vertical. In the middle of the former is a white oblong bearing the word "chemist"; all of these are in London.

Austria. A red Greek cross on a *Banda-*

gist in Vienna; a white Greek cross with a red outline in a *drogeria* in Steinach.

Belgium. A silver Greek cross with a red outline on a *Bandagist* and a red Greek cross on a pharmacy in Brussels.

Czechoslovakia. A Greek red cross on a *drogeria* in Prague.

France. A white Greek cross with a red outline on an *orthopaedie* and a maroon Greek cross on the Pharmacie Croix Rousse in Montpellier; a dark red Greek cross on a pharmacy near the Gare de L'Est in Paris.

Holland. A white Greek cross with a red outline, on a pharmacy, a red Greek cross with a white outline on a surgical store and a red Greek cross with a green outline on a surgical store, all in Amsterdam.

Jamaica. Greek red crosses on pharmacies at Kingston and Moneague.

Malta. Greek red crosses on pharmacies in Mosta.

Portugal. A Greek red cross on a pharmacy in Lisbon.

Spain. A Greek red cross on a pharmacy in Madrid.

Switzerland. Even in Geneva, the home of the International Red Cross, I have seen a red neon outline cross surrounding a green cross on a pharmacy and an incomplete red outline cross on a green Greek cross, also on a pharmacy.

An official Red Cross sign

In Hong Kong I noticed an attractive sign



of a Greek red cross on a white ground with the "Recipe" sign in a white square in the centre.

The newsletter of the Commonwealth Pharmaceutical Association states: "During the introduction of new legislation the opportunity was taken to emphasise the difference between a pharmacy, of which there are 50, and a medicine shop, of which there are more than 2,000. A sign comprising a red cross on a white background with a central recipe sign was adopted to be displayed in every pharmacy."⁵

Advertisements and goods

There have been several instances of red crosses being used on advertisements and

on packages etc. The British Red Cross usually challenges these and asks the company to discontinue them.

A foreign example is the use of the Greek red cross on dressings produced by the Spanish firm Textil Farmacéutica Riojana SA.

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- 3. Clark, A., *The Life & Times of Anthony Wood*, Oxford Historical Society, 1894, iii, 76.
- 4. Noble, Arthur H., *The Chase Family, Heraldry Today*, 1967, 7.
- 5. Commonwealth Pharmaceutical Association Newsletter, 3, 13.

Letters
Something missing

In his article of August 18 Mr Millward has assembled all the ingredients of an emulsion but has omitted the emulsifying agent. Criticism should be constructive.

Pharmacy needs men like Mr Millward, but, to paraphrase John Dunne, "Whoever criticises, if he do not propose the right true end of criticism, he's one that goes to sea for nothing but to make him sick".

Josiah Silver
Edgware, Middlesex

Keeping brontosauri?

Eleven years ago I achieved an ambition. I qualified as a pharmacist, or rather struggled over the last hurdle of a fairly stiff (or so it seemed to me) obstacle race. To do what?

Like most of my generation I am a general practice (or retail) pharmacist and therefore if Mr Millward (August 18, p224) is to be believed (or even understood) am lost, leaderless, dependent solely upon my own efforts, without assistance, and with no guidance from outside.

Can I suggest, respectfully, to Mr Millward and those whom he purports to represent that the situation is very different from appearances. In fact, it seems to me that retail pharmacists are, in the final analysis, engaged not in pharmacy, but in zoo keeping; and even more amazingly, in looking after the brontosauri.

These animals are, as we all know, extinct. The keeping of them therefore is a difficult business; a business in which the environment is constantly hostile, and worse, is becoming progressively more so. Brontosauri became extinct because their environment changed. I believe that retail pharmacy as presently carried on (I daren't say practised) is like our brontosauri, in an increasingly hostile environment.

Mr Millward's new effusion appears to have arisen as a result of our Council criticising certain retail practices. In his diatribe he strikes wildly about—threshing the corn for his charges no doubt—neglecting the small but significant changes that are occurring almost daily. The changes in the climate that killed the brontosauri enabled the mammals to develop.

Similarly, the changes in the economic climate which will alter pharmacy—changes in public need, habits, and mood, will encourage the development of different

types of pharmacies. Five years ago, how many "professional" pharmacies were there? How many are there today? And how many will there be in five more years? Surely our Council is absolutely right, in its planning for the future—to look to the mammals, not to preserve Mr Millward's or my brontosaurus. Their duty is to enable us to be mammal keepers or to enable us to practise pharmacy as pharmacy.

M. E. James
Benfleet, Essex

VTO—why the delay?

It must now be almost twelve months since Messrs Trotman and Sharpe presented their ideas on voluntary trading. At the time I and many of my colleagues were impressed and encouraged; at last, one thought, NPUM seem to be on to something. I was certainly all for letting bygones be bygones and giving the newly managed NPUM a second chance.

But where has that goodwill got us now? We have VTO's in various guises assaulting us from all sides—but nothing from Mallinson House. Wait, they say. Have patience, they say. But, while we wait, independent pharmacy is being split assunder by numerous wholesalers "getting in on the act" and those of us who had faith in the NPUM are still in the wings, rapidly losing patience—and faith.

Surely NPUM must realise that the longer they delay, the fewer of us there will be left waiting to support them. Is it, already, too late for the NPUM scheme to have the dramatic effect that was hoped for, now that their thunder has been stolen and some of their fans tempted away? One sincerely hopes that, when the NPUM scheme finally gets off the ground, it will be more successful than their last effort and that "the faithful" will derive more in "dividends" than the 5 per cent and 6 per cent they have had to be content with so far.

R. J. S. Hazlehurst
Bradford, Yorks.

Thank you, Mr. Astill

I thought you might like to know that since reading that article by Mr Astill on VAT, and following his recommendations about filling in the forms, I have been repaid by C & E more promptly.—Many Thanks.

W.M.

Poser solution

The second item in last week's "Poser" was the doctor's "pet" way of writing Mist expect.

High Profits
with
High Potency
Blakoe
Vitamin E

Blakoe Vitamin E – attractively
packed in convenient counter
display outers – provides
YOU with a fast selling, high
quality product.

			TRADE incl. VAT	RETAIL
Blakoe Vitamin E (High Potency)	100 mg	100 tabs	80p	£1.21
Blakoe Vitamin E (Higher Potency)	200 mg	50 tabs	80p	£1.21
Blakoe Vitamin E (Higher Potency)	200 mg	50 caps	80p	£1.21
Blakoe Vitamin E (Highest Potency)	600 mg	15 caps 32 caps	80p £1.58	£1.21 £2.37
Blakoe Vitamin E (High Potency)		Cream	94p	£1.40



Further information available from



Blakoe Limited,
229 Putney Bridge Road, London SW15

Coming events

Monday, September 3

International Congress of Pharmaceutical Sciences, Stockholm, Sweden.

Thursday, September 6

Huddersfield Branch, Pharmaceutical Society, Spotted Cow Hotel, New Hey Road, Salendine Nook, Huddersfield, at 8 pm. Film and lecture on "Keep fit and slimming".

Bournemouth and Dorset Branch, Pharmaceutical Society, Postgraduate medical centre, Palmerstone Road, Boscombe, at 7.30 pm. Mr P. Cox FCA on "Why pay taxes".

Saturday, September 8

Leicester and Leicestershire Branch, Pharmaceutical Society, Grand Hotel, Leicester. Former students' reunion.

Advance information

Society for Analytical Chemistry/Analytical Division, Chemical Society. "Some aspects of environmental pollution," Hills Building, University of Birmingham, Edgbaston, Birmingham 15, September 11 2 pm. Chromatography & Electrophoresis group, discussion on "Chromatographic analysis of pyrolysates", Imperial College, Princes Gardens, London SW7, September 18, 6.15 pm. Two-day meeting on "Different approaches to trace analysis", Salford University, September 20, 21. "The importance of the analyst to management (with special reference to changes due to UK entry into the EEC)", Department of Chemistry, University of Strathclyde, Glasgow, September 20, 10 am.

Society of Cosmetic Chemists. Diploma course at the Polytechnic of the South Bank, Borough Road, London SE1. Registration September 18, course commences September 24.

Distributive Trades Education and Training Council. Distributive Trades Conference, Co-operative Wholesale Society Ltd, HO, New Century House, Corporation Street, Manchester, September 26.

Plastics Institute. "Plastics packaging and our society" conference, Bloomsbury Centre Hotel, London WC1, October 23-24. Inclusive fee £26 + VAT. Registration forms from Mr O. H. Cohen, Plastics Institute, 11 Hobart Place, London SW1.

Scottish Department, Pharmaceutical Society. Refresher courses. At Dundee University: six evening lectures on consecutive Tuesday evenings, commencing October 30, on hormones and their effects on body functions, especially in relation to fertility, thyroid function and insulin production; some drugs used to counteract hormonal action. Course organiser, Director of extra-mural studies, The University, Dundee. At Raigmore Hospital, Inverness: course occupying four full Sundays (October 21, 28, March 17, 24) on drugs acting on the autonomic and central nervous systems, absorption, biological availability, metabolism and excretion of drugs, adverse reactions, packaging, storage and legislation. Course organiser, Dr D. Edwards, School of Pharmacy, Robert Gordon's Institute of Technology, Aberdeen, AB9 1FR.

Society of Cosmetic Chemists. Symposium on "Evaluation of product performance", Albany Hotel, Nottingham, November 12-14.

Sport

Irish Chemists' Golfing Society. About 40 players competed at the outing at the Castle on August 2. Prizes were donated by Irish Pharmaceuticals Ltd. Winners: Class 1: 1, M. L. Cashman (13) 38; 2, D. McHugh (9) 37; 3, W. Butler (8) 37. Class

2: 1, Dempsey (16) 38; 2, J. O'Farrell (24) 38; 3, M. Ryan (17) 36. 1st 9: C. McDermott, 2nd 9: V. Cronin.

The winners at Lucan on August 23 for prizes presented by Gillespie and Co Ltd were: Class A, 1, A. Gleeson (7) 40; 2, T. J. Lynch (8) 38; 3, L. Osborne (4) 35. Class B, 1, C. O. Greene (14) 34; 2, J. McCormick (17) 32; 3, J. T. Foley (17) 32. 1st 9, D. Garahy. 2nd 9, S. Carroll.

South London and Surrey Pharmacists Golfing Society results for the meeting at Croham Hurst on August 8 for the John Widocks Trophy: 1, J. Martin (12) 37; 2, H. Southcott (10) 36; 3, L. Wrathall (24) 36. 14 and under, H. Wilson (13) 33. 15 and over, K. Piddington (17) 35. Special, P. Stevenson (17) 35. 1st nine, K. Hutchinsol (18) 19. 2nd nine, D. Deighton (24) 17. Visitors prizes: 1, P. Hedges (scratch) 41; 2, T. Luke (8) 37.

New officers

Guild of Hospital Pharmacists

London and District: Chairman, Miss P. Stone, treasurer, Miss E. Allen; secretary, Miss M. Hodges, Pharmacy Department, Kings College Hospital, Denmark Hill, London SE5.

Pharmaceutical Society

Colchester Branch: Chairman, C. Sutherland; vice-chairman, D. Edwards; treasurer, A. Morris; secretary, Mrs C. Pedley, Tees Close, Witham, Essex.



HILL'S BIG 3

'CHEMISTS ONLY' SURE SELLERS

REVISED PRICES

EFFECTIVE FROM MONDAY 3rd SEPTEMBER

UNIT PRICES

		MIN. PACK	RETAIL INCL. VAT	COST EXCL. VAT
HILL'S ADULT BALSAM	100 ML	12	22½p	14.60p
" " "	200 ML	12	37p	24.00p
HILL'S JUNIOR BALSAM	100 ML	12	19p	12.35p
HILL'S BALSAM PASTILLES	50 G	12	17½p	11.50p

10% DISCOUNT ON 12 PACKS DIRECT ONLY

Hill's Pharmaceuticals Ltd

Market News

MENTHOL: BIG RISE

London, August 29: The main feature of the week was provided by menthol and the associated peppermint oil source, both of which were sharply advanced.

Chinese menthol was quoted £0.80 kg up for shipment by some while others were unable to offer. This was enough to make holders on the spot withdraw until the situation cleared. Meanwhile Brazilian menthol was up by more than £1.00 kg in both positions. Many reasons were mentioned for the course of the firmness all of which could have been contributory but perhaps the fundamental reason must be attributed to the world lack of confidence in many currencies.

Elsewhere in crude drugs buchu which has been a weak market all the year was said to be unobtainable at origin. Tenerife cochineal is now scarce and Peruvian moved up in sympathy. Kola nuts eased on the spot as a shipment was due to be landed in the next few days. Pepper moved widely during the week to close lower. Shipments of senna (Tinnevely) from the

port of Tuticorin during July included:

	UK	US	Europe
Senna	tons	tons	tons
leaves	8	5	295
Pods	—	—	301

Apart from peppermint, other oils quoted firmer were bois de rose, citronella, lemongrass and clove leaf.

Pharmaceutical chemicals

Adrenaline: (per g) Synthetic 1-kg lots £0.59; 500 g £0.067; acid tartrate, £0.044 and £0.05.

Bacitracin: £21.65 per 5 mu.

Bemegride: BPC £16 kg.

Benzamine lactate: 1.5 kg lots, £95 kg.

Benzocaine: 50-kg lots £1.68 kg.

Bromides: Crystals (£ per kg).

	12½-kg	50-kg	250-kg
Ammonium	0.52	0.43	0.40½
Potassium	0.47	0.38½	0.36
Sodium	0.46	0.38	0.35½

*Powder plus £0.02.

Ergometrine maleate: 100-g lots £5.25 g.

Hydrogen peroxide: 35 per cent, £149 metric ton.

Hyoscine hydrobromide: £314.14 kg.

Hyoscyamine sulphate: (100-g lots) £59 kg.

Hypophosphites: £ per kg.

	12½-kg	50-kg
Calcium	1.14	1.06
Iron	2.35	2.27
Magnesium	1.98	1.87
Potassium	1.57	1.45
Sodium	1.27	1.17

Neomycin sulphate: 5-kg lots £27.50 kg.

Penicillin: Potassium, sodium or procaine, sterile £9 per 1,000 Mu for 5-25,000 Mu lots.

Phenitone: 25-kg lots £4.24 kg.

Potassium acid tartrate: BPC £453 per metric ton.

Potassium citrate: £353 per metric ton.

Sodium benzoate: One-metric ton lots £283.30.

Sodium bicarbonate: BP £26.40 per long ton for 8-ton lots in 1-cwt bags delivered.

Sodium carbonate: Anhydrous £107 metric ton.

Sodium chloride: Vacuum dried £8.15 per long ton in plastic sacks for 6-ton lots, ex works.

Sodium citrate: £313 per metric ton.

Sodium perborate: (per 1,000 kg) monohydrate £283.50—tetrahydrate £145.75.

Sodium percarbonate: (per metric ton) £170.75.

Sodium potassium tartrate: £315 per metric ton.

Sodium salicylate: Per kg in 5-metric ton lots £0.54; 1-ton £0.55; 250-kg £0.56½; 50-kg £0.59.

Sodium sulphate: BP from £35 to £40 per metric ton as to crystal. BP exsiccated £60 ton.

Sodium thiosulphate: £55 per metric ton.

Streptomycin: £11 kg base; dihydrostreptomycin £11.50 kg base.

Strychnine: (kg) alkaloid £12.25; sulphate and hydrochloride £10.50.

Crude drugs

Benzoin: BPC £51-£57 cwt spot; £50-£56, cif.

Buchu: Spot nominal, shipment unquoted.

Cascara: Spot and shipment nominal.

Cochineal: Tenerife black-brilliant £9.00, cif.

Peruvian silver grey: £8.00 spot; £7.50, cif.

Kola nuts: W. African £105; metric ton £90, cif.

Menthol: (kg) Chinese spot nominal; shipment £7.80, cif. Brazilian spot £7.75; shipment £7.60.

Pepper: (ton cif) Sarawak black £540 spot; £530, cif. White £840 spot; £825.

Senna: (per kg) Alexandrian h/p pods from £1.54 spot; manufacturing nominal. Tinnevely h/p pods £0.60-£0.65; faq pods £0.40-£0.45; leaves faq £0.26.

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Cajuput: £1.50 kg on spot.

Cassia: Chinese £5.50 kg spot.

Citronella: Ceylon spot £1.85 kg; shipment £1.57, cif.

Clove: Madagascar leaf £2.30 kg, spot; shipment £2.20, cif. Bud £16.00.

Dill: From £9.30 kg spot.

Lemongrass: £3.00 kg; £2.90, cif.

Peppermint: (per kg) Arvensis—Chinese unquoted; spot, £3.80, cif; Brazilian £3.50 spot and cif. American piperata firm at £7.50-£8 spot.

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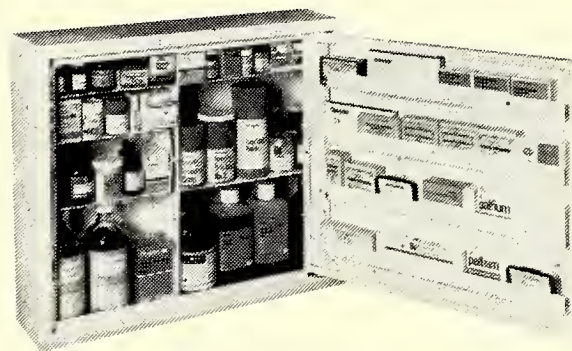
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Publication date Every Saturday.

Circulation ABC January/December 1972, 14,992.

Hospital appointments

Chief Pharmacist

The Wellington Hospital is being built to provide the very best in medical facilities, equipment, nursing care and patient comfort. There are 98 individual rooms, three operating suites with a recovery unit, an Intensive Care Unit, a Physiotherapy Department, and it will have a staff of around 300. It will be fully equipped and capable of handling all acute general, medical and surgical cases and there will be good diagnostic facilities including X-Ray, Pathology and Radio Isotope Departments. Due to open early 1974, it is intended to

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The Wellington Hospital

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PHARMACIST

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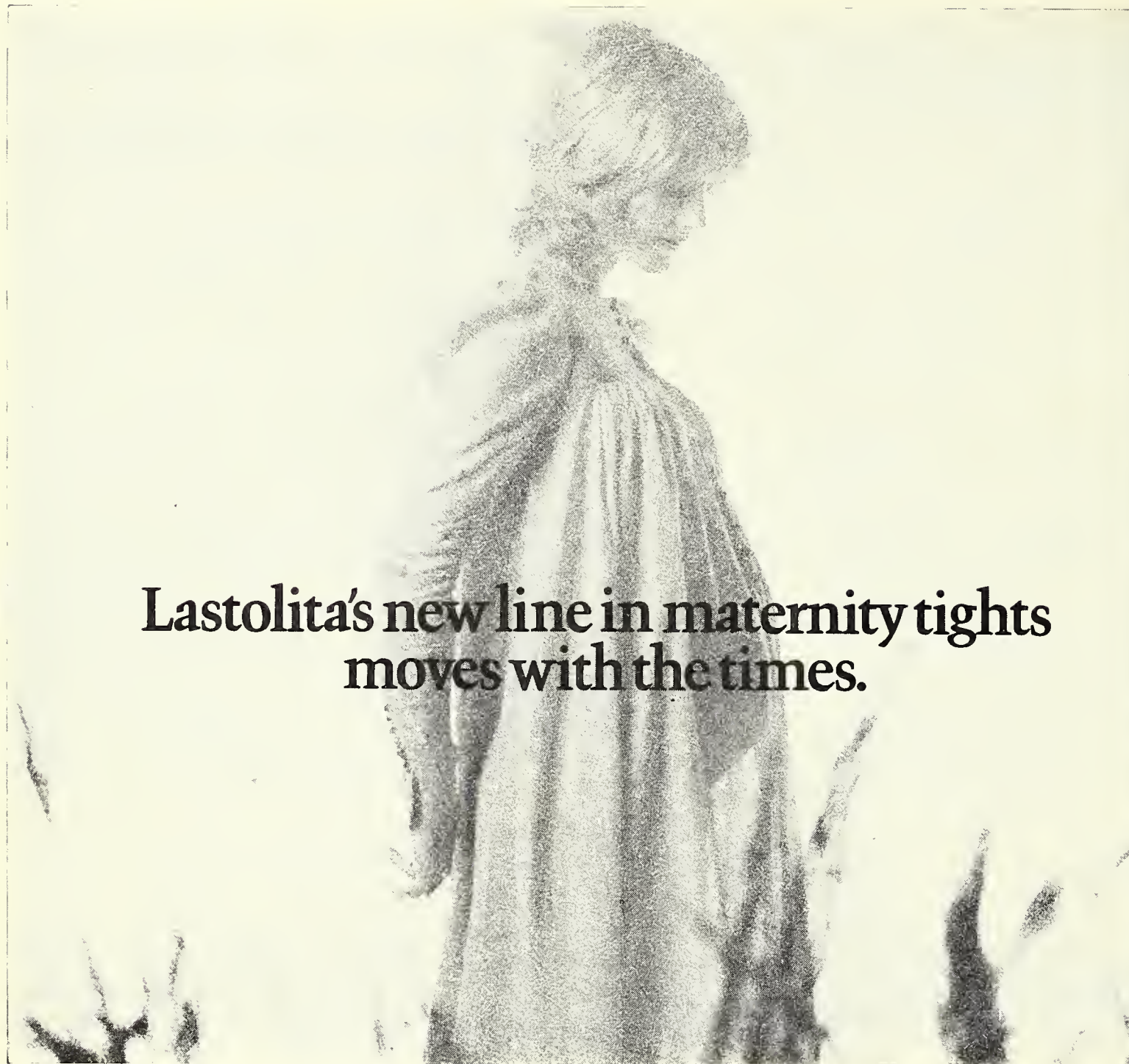
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